

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
TEXAS	16,986,510	20,851,820	22,086,674	24,136,357
MEDIAN AGE (YRS)		32.4	33.1	34.3
MCALLEN, TX	383,545	569,463	619,824	706,213
MEDIAN AGE (YRS)		27.3	27.9	29.0
HISPANICS (ANY RACE)		503,100	550,223	630,572
STATE'S PERCENTAGE		88.35%	88.77%	89.29%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	442,525	483,620	551,894
MSA'S PERCENTAGE	77.71	84.93	96.91
MEDIAN AGE (YRS)	28.2	28.7	29.7
BLACK/AFRICAN-AMERICAN	2,807	3,171	3,751
MSA'S PERCENTAGE	0.49	0.56	0.66
MEDIAN AGE (YRS)	27.9	29.2	28.8
AMERICAN INDIAN/NATIVE	2,402	2,811	3,507
MSA'S PERCENTAGE	0.42	0.49	0.62
MEDIAN AGE (YRS)	25.1	24.7	23.6
ASIAN	3,375	3,960	4,960
MSA'S PERCENTAGE	0.59	0.70	0.87
MEDIAN AGE (YRS)	32.3	32.9	35.3
HAWAII/PACIFIC ISLANDER	131	149	183
MSA'S PERCENTAGE	0.02	0.03	0.03
MEDIAN AGE (YRS)	23.5	23.1	22.9
OTHER	106,164	113,369	127,715
MSA'S PERCENTAGE	18.64	19.91	22.43
MEDIAN AGE (YRS)	24.0	25.0	26.4

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	212,317	236,581
SUBURBAN	346,212	398,186
RURAL	61,295	71,446

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$27,994	-----	
PER CAPITA	\$11,146	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$5,422,723,000	\$7,430,843,000	37.03%
FOOD AT HOME TOTAL	\$899,462,100	\$1,131,199,400	25.76%
FOOD AWAY FROM HOME TOTAL	\$531,038,900	\$730,380,600	37.54%
FOOD AS % OF TOTAL EXPENDITURES	26.38%	25.05%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$223,254,000	\$283,844,100	27.14%
FISH & SEAFOOD PRODUCTS	\$15,986,800	\$19,947,400	24.77%
FRUITS & VEGETABLES	\$106,180,200	\$130,613,700	23.01%
DAIRY PRODUCTS	\$100,500,000	\$125,709,500	25.08%
BAKERY PRODUCTS	\$82,444,800	\$100,562,700	21.98%
CEREALS & PRODUCTS	\$52,123,500	\$67,526,400	29.55%
PREPARED FOODS	\$119,338,200	\$150,445,400	26.07%
JUICES	\$24,345,600	\$30,227,600	24.16%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$46,007,300	\$69,670,900	51.43%
FAST FOOD	\$26,829,900	\$39,568,800	47.48%
FULL SERVICE	\$19,177,400	\$30,102,100	56.97%
LUNCH	\$150,919,700	\$205,054,000	35.87%
FAST FOOD	\$104,656,600	\$139,133,800	32.94%
FULL SERVICE	\$46,263,000	\$65,920,300	42.49%
DINNER	\$179,417,500	\$251,776,500	40.33%
FAST FOOD	\$106,199,000	\$141,976,100	33.69%
FULL SERVICE	\$73,218,400	\$109,800,400	49.96%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$1,299	\$1,433	10.32%
POULTRY	\$353	\$390	10.48%
EGGS	\$82	\$88	7.32%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$47	\$49	4.26%
FROZEN	\$31	\$36	16.13%
CANNED	\$15	\$16	6.67%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$449	\$482	7.35%
CANNED	\$89	\$98	10.11%
FROZEN	\$48	\$49	2.08%
OTHER	\$32	\$30	-6.25%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$217	\$234	7.83%
CHEESE	\$134	\$139	3.73%
ICE CREAM	\$73	\$79	8.22%
BUTTER / MARGARINE	\$39	\$46	17.95%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$378	\$400	5.82%
COOKIES	\$71	\$75	5.63%
CRACKERS	\$30	\$32	6.67%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$143	\$151	5.59%
PASTA PRODUCTS	\$49	\$57	16.33%
FLOUR & MIXES	\$56	\$67	19.64%
RICE	\$55	\$67	21.82%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$112	\$130	16.07%
JUICES	\$142	\$153	7.75%
FROZEN/PREP. OTHER	\$67	\$78	16.42%
SOUPS	\$55	\$64	16.36%
SAUCES & GRAVIES	\$52	\$52	0.00%
BABY FOOD	\$65	\$70	7.69%
FROZEN MEALS	\$26	\$30	15.38%
NUTS	\$25	\$28	12.00%
SALADS	\$14	\$16	14.29%

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